



MICHAEL ANDERSON

Email Marketing Manager

Results-oriented Digital Marketer with extensive experience in email marketing and customer relationship management. Over 7 years in developing targeted email campaigns that enhance customer engagement and drive conversions. Skilled in utilizing CRM platforms to analyze customer data and refine marketing strategies. Known for a detail-oriented approach and a strong ability to manage time-sensitive projects effectively.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Marketing - University of Southern California

University
2016-2020

SKILLS

- Email Marketing
- CRM
- Data Analysis
- Campaign Optimization
- Customer Engagement
- A/B Testing

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Email Marketing Manager

2020-2023

Customer First Solutions

- Developed and executed email marketing campaigns that increased conversion rates by 40%.
- Segmented email lists to ensure targeted messaging and improved engagement.
- Utilized A/B testing to optimize subject lines and content.
- Analyzed campaign performance metrics to refine future strategies.
- Collaborated with design teams to create visually appealing email templates.
- Managed relationships with email service providers to ensure deliverability.

CRM Marketing Specialist

2019-2020

Data Insights Agency

- Supported the development of customer retention strategies through targeted communications.
- Analyzed customer data to identify trends and inform marketing strategies.
- Assisted in managing email marketing platforms for campaign execution.
- Conducted customer surveys to gather feedback for improvement.
- Collaborated with cross-functional teams to enhance customer experiences.
- Monitored industry trends to inform CRM best practices.

ACHIEVEMENTS

- Increased email open rates by 50% through targeted strategies.
- Recognized for excellence in customer engagement with an internal award.
- Successfully developed a loyalty program that increased repeat purchases by 30%.